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# THE DECORATOR AND FURNISHER.

## THE COMING SEASON'S STYLES IN RELIEF DECORATION.



years."

"What was that?" inquired the correspondent.

"Oh, it was not a bad one," replied Mr. Sears; "it was only the statement that we are the sole American agents for Lignomur, when we really are the manufacturers. Those goods which made such a fine display and attracted so much admiration in the decoration of 'Venice in London,' were sent from here, and we have shipped over 100,000 yards since that time to our London house, which is a joint stock company under the name of 'Lignomur and Calcorion, Limited,' as they not only sell our goods but manufacture under our patents and also manufacture Calcorion, which is a beautiful though costly material, composed of India rubber and cork powder, under another set of patents. I was at the exhibition of 'Venice in London' last December and saw and admired the work of Campbell & Smith with our goods, which you so graphically describe.

"Busy? Yes, we are always busy, even if we are doing nothing. But just now we are really very full of business for the season, and besides we are just getting out our samples for the fall trade, which promises to be the best we have ever known. We are making a special feature of our pressed papers, which in addition to being, as we think, very artistic and handsome, are so cheap that a good many people who have the taste and education in art to appreciate really good things and



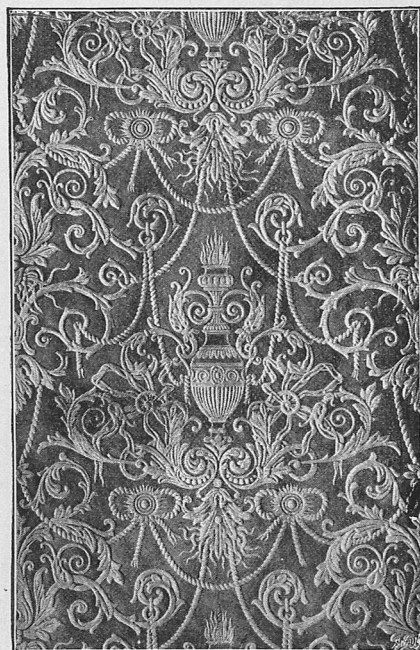
JAPANESE FRIEZE, No. 9.

who will not use anything hideous because it is cheap, are able to enjoy correct styles and really beautiful treatments on their walls at very little more expense than meretricious and flashy wall papers. Our new designs for the coming season are chiefly in the later French schools—the rococo, Louis Seize and Empire. Here is a hanging—No. 36—which is called by good judges of decorative art a fine specimen of the Empire style, and which has, as you see, a frieze matching it, but not a servile copy of its details. This we make in some eight or ten colors; and also

in our heavy relief, Lignomur, for decoration on the walls. Nos. 39 and 40, as you see, are correct examples of the Louis Quinze or 'rococo' period, though we have not gone to the extremes which rococo assumed in the last years of the reign of the luxurious monarch. We think it better taste to tone down somewhat the vagaries of any popular fashion, and have our designs reflect the more moderate and sober tastes of the best schools."

"What about colors?" was the next question.

"Well, we shall make at least six new colorings or treatments this fall," was the reply. "We have been making some



EMPIRE HANGING, No. 36.

rather novel combinations, but none, I think, that good taste does not sanction. This Japanese set, for instance (you see, we do not consider really good Japanese treatments obsolete, whatever may be true of much of the pseudo-Japanese with which we have been surfeited for so many years), this Japanese set, I say, is treated in two leather shades—one a dark, warm russet, the other not much unlike chamois skin in its hue—and the effect is modest, harmonious and pleasing. These rococos in Nile green are cool and inviting looking, and these Empire designs in cream white and Empire blue look like porcelain. Here again are some French renaissance designs in two shades of pink which resemble shell mosaics as closely as any paper fabric can, and these pale cream and straw-colored effects are, we think, as tasteful and elegant as anything we have ever produced."

The patterns which the American Decorative Company are preparing for their fall trade embrace some forty-five designs and ten or more colorings judiciously distributed. They are all printed in oil colors and embossed at the same operation by a patented process, the invention of Mr. Sears—and for quiet elegance, correct artistic taste and durability are equalled by few, if any, goods on the market.

Illustrations of two of the characteristic designs mentioned above are shown on this page.

THE DECORATOR AND FURNISHER costs only \$4 per year.